





# Sienna, Social Urbanite

“I don’t have kids (yet), so it’s all about time with friends.”

## About Sienna

### Background:

- Age 28
- Engaged
- Bachelor’s Degree
- HHI: \$95,000

### Likes & Dislikes:

- LIKES going out with friends
- LIKES trying new things
- DISLIKES the singles bar scene
- DISLIKES Having to make more than one trip

### Needs:

- Quality couple-time with her fiancé
- Socializing with friends
- Creative outlets

## The Art Station

### Addressing Sienna’s needs:

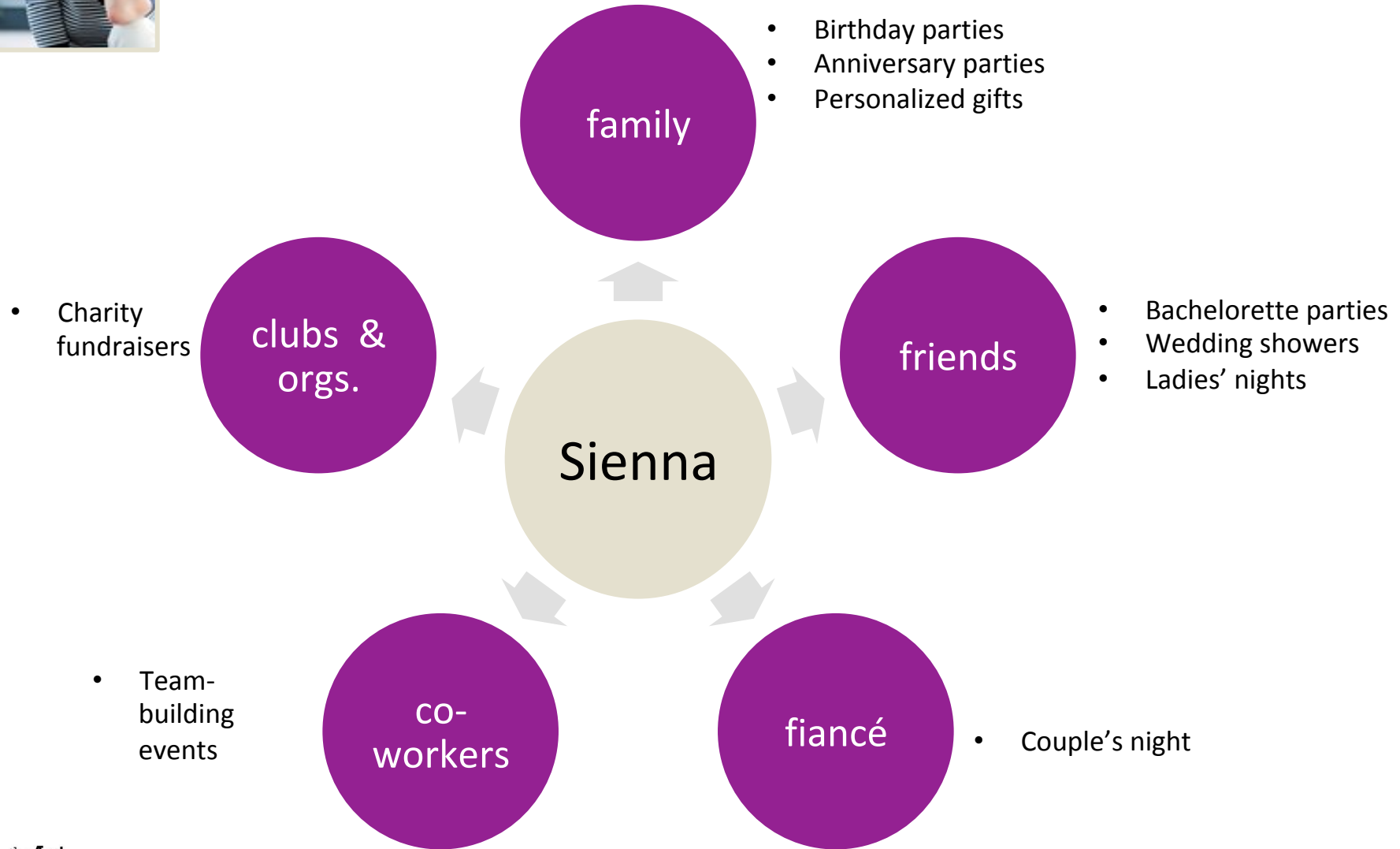
- Ladies’ nights out
- Couples’ nights with wine tastings
- Bachelorette parties
- Wedding showers

### Engaging Sienna:

- HOA newsletters
- Facebook, Twitter, Tumblr
- Local business marketing
- Blogging
- Email marketing (list purchases)
- Living Social and Groupon Offers
- Bridal stores and service providers
- Coffee shops



# Sienna's Social Circle





# Marni, Mom on the Go

“It’s mostly about the kids, but I need my time too.”

## About Marni

### Background:

- Age 34
- Married
- Son Caleb, 4, and daughter Cassie, 7
- Bachelor’s Degree
- HHI: \$125,000
- Buys groceries at the local MOM

### Likes & Dislikes:

- LIKES being part of a community
- LIKES finding new things to share with her other "mom friends"
- DISLIKES being “nickel and dimed”
- DISLIKES having to make more than one trip

### Needs:

- Creative outlets for her kids
- Ability to do errands solo
- Quality couple-time with her husband
- Socializing with friends

## The Art Station

### Addressing Marni’s needs:

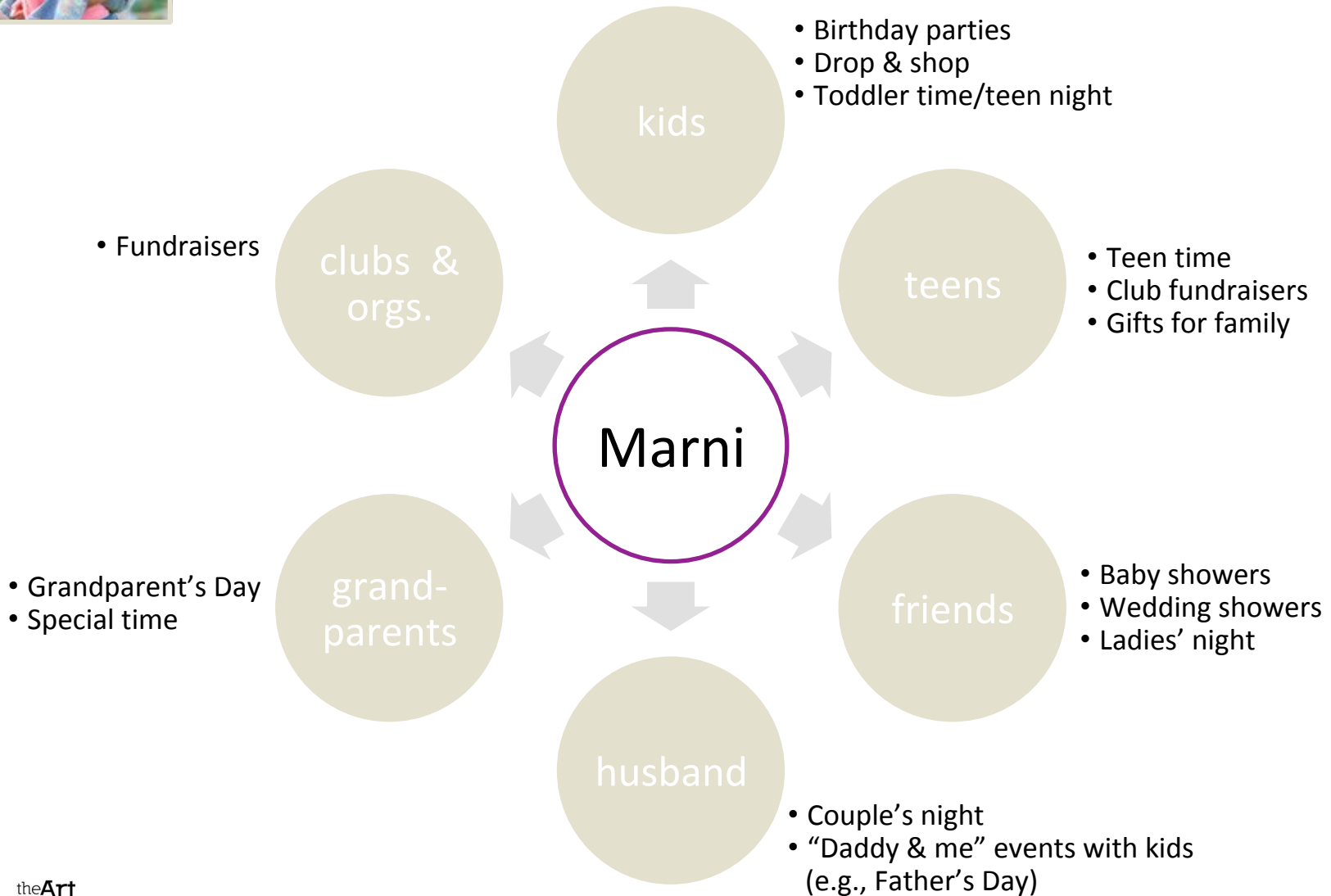
- 90-minute “drop-and-shop” classes for children ages 5+
- Private parties for kids’ birthdays
- Ladies’ night out
- Couples’ nights with wine tastings
- Baby shower parties
- Personalized holiday gifts

### Engaging Marni:

- Schools and daycare centers
- HOA newsletters
- Facebook, Twitter, Tumblr
- Local business marketing
- Blogging
- Email marketing (list purchases)
- PR (local parenting pubs, local newspapers)
- Living Social and Groupon Offers



# Marni's Social Circle





# Tia, Tween Wonder

“It’s fun to do new things with my friends.”

## About Tia

### Background:

- Age 12
- Has a brother Thaddeus, 10
- HHI: \$150,000
- Traveling soccer club, Girl Scouts, book club —she’s active!

### Likes & Dislikes:

- LIKES trying new things
- LIKES hanging out with friends
- DISLIKES doing the same thing all of the time
- DISLIKES trying to figure out what to get mom and dad for Christmas every year

### Needs:

- Time with friends
- To explore new things
- To express herself, become an individual

## The Art Station

### Addressing Tia’s needs:

- Birthday parties
- Fundraisers for her clubs
- Personalized holiday gifts for family
- After-school programs
- Summer camp
- Open Studio activities

### Engaging Tia:

- Through her mom and friends
- Facebook, Twitter, Tumblr
- Local business marketing
- Schools and daycare centers



# Tia's Social Circle

